

URNS IN ALARM, BRINGS ENGINES, AND—EXIT HERO!

'Twas for Klingenstein to
"Smash the Glass," but
Only in Fancy.

(Adolph Klingenstein was a proud man when he went to work in Levy & Marshack's leather factory on the fifth floor of the seven story loft building at No. 69 Broadway a few doors south of Houston street, this morning. "They're going to let me smash the glass," he told his fellow operators. "They want a man with a cool head, see? So who do they take but me. They know I shall be on the job.")

Klingenstein really had been nominated to "smash the glass." Last Thursday the firm gave a fire drill for the benefit of two inspectors of the Fire Prevention Bureau, and were complimented on the speed with which the seventy hands, twenty-eight of them girls, were hustled out of the building. "But you forgot to leave any one behind to fight the fire until the firemen arrived or to break the glass of your special building alarm and send in a call for the apparatus," the inspectors said.

"We will remedy that," said the firm. "You come on Monday afternoon and you will see."

They expected carefully to Klingenstein how, at the alarm, he was to rush to the special alarm box, seize the hammer and stand ready to smash the glass and send in an alarm. Klingenstein said he understood perfectly and no one would be more faithful than he.

It was 10:30 o'clock when they de-

sired to have a rehearsal against the visit of the inspectors this afternoon so the men and girls were notified and then foreman Metzger gave the signal. Klingenstein was far from the alarm box but he dropped his work and with a bound started across the room.

The men and girls were hurrying to their appointed places at the front and back stairs and the elevator door when Klingenstein seized the hammer. There he stood feeling himself a hero for around him folk scurried to safety while he stood unmoved by the furore of hasty exit.

In imagination he could smell the smoke, hear the flames crackle and see then, leap red and bright across the room. Now they were coming closer to him, now they were at his very feet. Then Klingenstein acted. With a yell he raised the hammer. There was a crash as he shattered the glass of the alarm box. Careful of cut fingers he thrust his hand inside and pulled the hook. Then he dashed for the stairs, he

sighted the weary Mr. Levy and then, for the first time, his senses came back to him.

"Gott in himmel!" he cried then. "The fire alarm! I smashed the glass!"

Mr. Levy leaped for a telephone and excitedly called for Fire Headquarters. "It's too late," came the reply when he had explained. "We've sent in the alarm."

And then from the street came the shriek of sirens, the clang of gongs, the clatter of horses' hoofs and the shouts of excited onlookers, and presently up the stairs rushed Deputy Chief Langford. Klingenstein cowered in a corner, a hero no longer.

"Shall we take him away?" asked a policeman after Klingenstein had explained haltingly, and for a moment Langford hesitated. Then he said kindly:

"No, he didn't. Accidents will happen."

And Klingenstein looked the thanks he couldn't utter. There'll be another man at the fire alarm when the test is repeated this afternoon.



There's a world of pleasure in jelly roll made of Presto. Stays light and flaky every time. That's because you don't have to experiment with the dough.



There's a world of trouble saved in biscuit-baking if you use Presto Self-Raising Flour. It contains soda, cream of tartar and salt in just the right proportions.



"That's the best Johnny Cake in the world," says husband! We're not a bit selfish so you needn't say, "Oh yes; I made it with

Presto
SELF-RAISING
FLOUR

Get a package and make the most of your baking.

Best & Co.

LILIPUTIAN BAZAAR

Infants' and Children's Wear

One Reason Why We Are
The Largest Distributors
In the World

of Children's Apparel and Supplies, is because Every Detail of their Outfitting receives our best attention. Thirty-five years of specialization have produced Definite Results, which are plainly Popular Prices apparent in all Best & Co. merchandise.

FIFTH AVENUE

At Thirty-fifth Street

When Is a Corset Not a Corset?

The desire for a "Corsetless figure" has brought forth the demand for "a corset which is not a corset."

That is, women want support combined with freedom of grace.

The Autumn Models of Parisienne Corsets

are very soft and pliable. They are corsets and yet not corsets. They allow a woman to bend and sway gracefully—yet they keep her from "slouching," which is so apt to make the new figure unbecomingly.

Parisienne hip confiner has a top only two inches high. It is \$7.

A beautiful Parisienne corset of white silk brocade gives straight slim lines. Low bust. \$12.50.

Another white silk brocade model with extremely long hips is \$15; while a graceful Parisienne for the medium figure is \$20

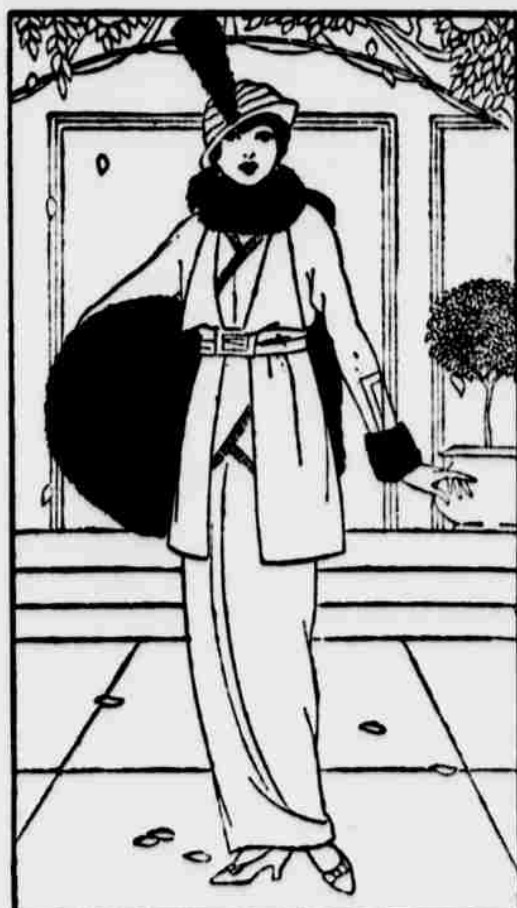
Other Parisienne corsets up to \$35.

Third floor, Old Building.

Exclusive with

JOHN WANAMAKER

Broadway at Ninth Street.



GIMBELS—First to Show

Le Minaret

Tailored Trimmed Hats at \$10
It is a distinct achievement of GIMBEL Millinery designers to turn the startling Paul Poiret head-dresses worn in "Le Minaret" into Tailored Hats that are both charming and practical.

These Hats are now shown for the first time in the Tailored Section of the Third Floor Millinery Salons, on the Thirty-second Street side. The two models illustrated are of black velvet and trimmed with skunk opossum. The price, \$10, is exceedingly low for hats of such unique beauty, as is usual with GIMBEL Millinery.

Other new Hats are shown in profusion in these Sections; many of them are fur-trimmed. The new shades, such as greens, browns, blues and mahoganys, are much in evidence, as well as the favorite black.

Prices Are \$5, \$6.75, \$8.75 and \$12.75

Third-Second Street Side, Third Floor

Irresistible—The Corsage Bouquets

Flowers and fruit divide popularity. The collection reminds one of a huge conservatory, wherein many different species grow luxuriantly.

Among the flowers are found zinnias, asters, anemones, carnations, pond lilies, begonias, geraniums, dahlias, violets, orchids, sweet peas, mignonette and dozens more.

The fruits include apples, peaches, cherries and all sorts of berries.

These all may be worn in clusters of a single kind or variegated to suit one's fancy.

There are also gold and silver roses, black leather roses and velvet and leather roses and foliage.

Prices Are 35c to \$8.50

Main and Third Floors

GIMBELS

Store Opens at 8.30 and Closes at 6

GIMBELS

In the Present Upheaval of WHITTALL RUGS Keep in Mind This Word "PERFECT"

All Gimbel Whittall Rugs are NEW, splendidly assorted and PERFECT.

And when the strictest Rug concern in the business, on the matter of price-maintenance, will break its lifetime rule, and put \$299,699 worth of its rugs on the market, at a CUT PRICE, in OCTOBER, they MUST BE PRETTY BADLY DAMAGED.

We made a reasonable bid for these damaged rugs, TO SELL THEM IN OUR SUBWAY STORE; but others were so eager for them that they brought a fancy price—and now they must go into direct competition with

NEW, PERFECT WHITTALL RUGS Which We Offer at Practically the SAME Prices as the Damaged Rugs

We made our Announcement in the Sunday newspapers, and offered PERFECT WHITTALL ANGLO-PERSIAN Wilton Rugs, 9 x 12 feet, regularly \$60 for \$37.50.

On Monday Morning the DAMAGED Whittall Rugs in that size were advertised for the tremendous cut of SEVENTY-FIVE CENTS LESS!!!

Of course, we are glad to be able to sell the PERFECT 9 x 12 ft. Rugs for only 75c more than is being asked for the DAMAGED Rugs. And the same condition holds good throughout this beautiful collection—THE ENTIRE TOP-OF-THE-SEASON STOCK of Gimbel Brothers, who are the largest sellers of WHITTALL RUGS in New York City.

Complete stocks of SIZES, Patterns, Colorings—all PERFECT.

Carpet and Rug Section, Sixth Floor.

New York Has Never Seen
And the Fashion World Has Never Known

Such a COMPREHENSIVE
Such an AUTHORITATIVE
Such a FASCINATING
EXPOSITION

of
ART IN DRESS

As Is Now Being Presented—For a Few
More Days Only—in

*"La Promenade
des Toilettes"*

The Fashion Journals, the Newspapers, the apparel experts in the trade, and New York women by thousands who KNOW good clothes—all have commented most enthusiastically upon the beauty, the charm, the variety, the exclusiveness, the comprehensiveness, the richness, the diversity and the amazing *bizarrerie* of the Costumes that are staged in this impressive Eastern setting.

If you have seen it, you know. If you have not, you have a unique experience still in store.

Promenade of mannequins, 10.30 to 12 and 2 to 4. Welcome.

Eighth Floor

Blouses Somptueuses

An array more fascinating than could be described in chapters awaits you tomorrow in the GIMBEL Blouse Salons—delectable creations in feminine charm and fashion's fancies.

\$6.95 \$10.75 \$14.75 \$18.75



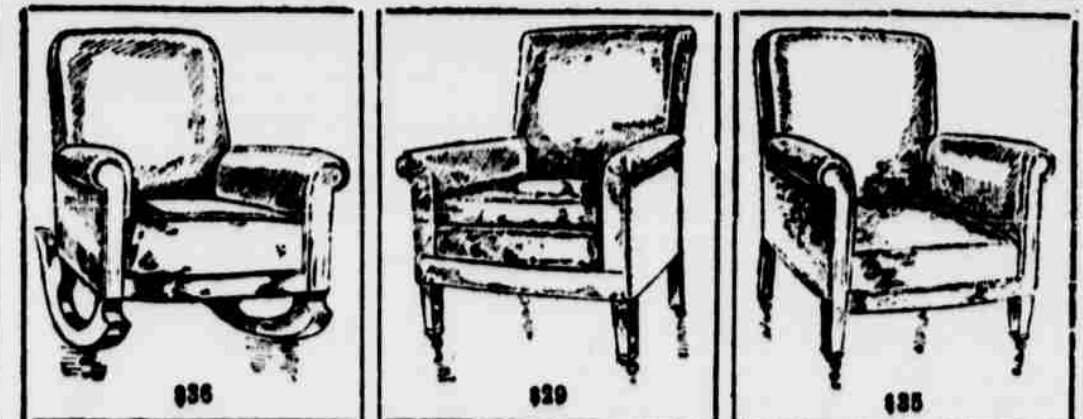
The Blouse—in the zenith of its popularity daily assumes new and gorgeous semblance at GIMBELS. So closely in touch with Paris dictations are the makers of GIMBEL Blouses that constantly a "next move" is anticipated and beautifully realized in a Gimbel creation.

At \$6.95—Delightful Blouses of crepe de chine with Medici collars and Vigee Le Brun ruffles—1830 shoulders give this model a charming *lout ensemble*. It is represented in flesh, peach, light helio, white and all colors to match those street costumes.

At \$10.75—Rarely beautiful effects in crinkled crepe chiffon with dainty Marie Antoinette ruching round the neck and down the front—this model is set off with tiny Dresden buttons and is shown in corn-flower, Tango, American Beauty, Plum and Russian Green.

At \$14.75—Filmy silk shadow laces over flesh chiffon and other charming color-combinations—this Blouse is trimmed with Medici ruching, picot edged in colors to match the under tints—elephant sleeves—a host of colors.

At \$18.75—Wonderful combinations of chiffons and silk shadow laces—we illustrate two models at this price—little rosebuds on the under linings, silk buttons, Vigee Le Brun ruchings. Medici collars and peplum effect fronts—all tints and combinations. Third Floor



A Sale of Real Leather Furniture

Now we—and you—are reaping the fruits of foresight. This splendid Leather Furniture, which arrives just at the right time to make Winter evenings at home more pleasant, was ordered in the hot Summer when things were dull at the factory. Hence the resulting saving of anywhere from 15 to 25 per cent.

It is built on firm frames with soft, easy springs, and upholstered ALL OVER with real leather—no leather imitation of any kind is used, even in the lining. Three of the styles are sketched:

Arm Chair (Illustrated), \$35, Usually \$45

Arm Rocker to Match (Illustrated), \$36, Usually \$47.50

Arm Chair, Loose Cushion Seat (Illustrated), \$29, from \$40

And these other styles at special prices:

ARM CHAIRS

\$26, usually \$33 \$42.50, usually \$50

\$29, usually \$40 \$35.00, usually \$45

ARM ROCKERS

\$26.50, from \$33 \$29.50, from \$41

\$36, from \$47.50

Odd Chairs and Rockers

Reduced

About 150 from our own stock, upholstered in Spanish leather, cowhide and morocco, in various colors, including brown, green and red.

At \$20, from \$40 At \$27.50, from \$45

At \$42.50, from \$55 At \$50, from \$60

A Small Group of Arm Chairs

At Half Price

Only one of a kind, in discontinued patterns and priced as follows:

At \$25, from \$50 At \$27.50, from \$55

At \$27.50, from \$75 At \$29.50, from \$55

Seventh Floor

GIMBEL BROTHERS

BROADWAY

NEW YORK

THIRTY-THIRD ST.